



PARKING DEMAND ANALYSIS FOR

2628 Maple Avenue

Dallas, Texas

APRIL 2, 2026 (REVISED)

PREPARED BY:

Westwood

PROJECT R0061077.01

Parking Demand Analysis For:

2628 Maple Avenue

Dallas, Texas

Commissioned By: Beretta U.S.A. Corp.

For Submittal To: City of Dallas

Reference: BOA-25-000101

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INTRODUCTION

The services of **Westwood Professional Services** (Westwood) were retained by **Beretta U.S.A. Corp.** (the “Applicant”) to conduct a Parking Demand Analysis (PDA) for the proposed commercial use located at 2628 Maple Avenue (a.k.a., 2404 Cedar Springs Road) in Dallas, Texas. The development will be referred to herein as *Beretta Gallery* (the “Project”).

Beretta U.S.A. Corp. is requesting for a Parking Variance to reduce the parking required for the subject property (the “Request”) to facilitate occupancy of the existing commercial building. The Request is subject to the approval of City of Dallas (the “Approving Agency”). Submittal of a technical study evaluating the merits of the Request is recommended to aid in the review process.

This PDA was prepared by registered professional engineers from Westwood who have technical knowledge on matters related to parking demand that were applied in this evaluation. Westwood is a national, multi-disciplined firm that provides professional services in traffic engineering, transportation planning, parking analysis, and related fields.

Purpose

A PDA is an investigation of parking demand characteristics for a specific land use(s). Where available, site-, project-, or use-specific factors affecting parking demand can also be considered. Therefore, the results presented in this analysis are intended for the subject site and may not apply to other similar projects.

Parking demand is theoretically represented by local zoning ordinances, which provide a good baseline point of reference. However, in many cases, these ordinances can be overly simplified, over generalized, or simply out of date and do not sufficiently reflect actual parking needs of a project. The purpose of this PDA is to provide a more focused evaluation of the parking needs of the Project relative to the corresponding code requirements to illustrate the differences. The results may then validate a potential adjustment to the code parking requirement. Procedures for and formal approval of a deviation from the standard parking code requirements are subject to the ordinances and procedures established by the Approving Agency.

Project Description

The proposed uses will occupy an existing multi-tenant commercial building of approximately 12,884 square feet (based on Owner rent rolls). The building is currently vacant. Prior uses within the building include retail, restaurant, office, and others.

Based upon data provided to Westwood by Beretta U.S.A. Corp., the Project will consist of a restaurant of approximately 3,398 square feet, and the remaining floor area will be used for retail-related uses. Quantities used in this analysis are summarized in **Table 1**.

Table 1. Development Program

(Floor Area totals provided by Property Owner)

USE	PROPOSED AMOUNT (FLOOR AREA)
Retail*	9,486 SF
Restaurant**	3,398 SF
TOTAL	12,884 SF

* Includes:

Holland & Holland – clothing, accessories, and bespoke firearms

Beretta Gallery (two stories, upstairs floor area based on prior Certificates of Occupancy) – clothing, accessories, optics, and standard and bespoke firearms

Anticipated retail hours of operation: 10:00 AM-5:00 (or 6:00) PM (Mon.-Sat., closed on major holidays)

** Restaurant use – fine dining

Anticipated restaurant hours of operation: 11:00 AM-2:00 PM and 5:00-10:00 PM (Mon.-Sat.)

Per Owner survey, the subject site provides an existing parking supply of 44 surface parking spaces that are to remain. Based on Westwood’s review and interpretation of City standards and input from City Staff, 36 of the existing parking spaces are code compliant; the Request is based on the code-compliant parking supply.

BASE CODE PARKING REQUIREMENT

The subject property of this analysis is currently zoned the Oak Lawn Special Purpose District (PD No. 193) (HC). As outlined in Section 51P-193.107 of the City of Dallas zoning ordinance, the following base parking ratios currently apply:

- Retail: 1.0 parking space per 220 square feet of building area
- Restaurant: 1.0 parking space per 100 square feet of building area

...less the mixed use, time-of-day factors, as described in 51P-193.113(g)(4) and in Exhibit 193F of the PD ordinance.

The parking requirement for the subject property is calculated by applying the base parking ratios to the corresponding land use quantities, less applicable reductions. For the proposed uses, the base parking requirement for the property with would typically require 66 parking spaces under typical parking requirements as summarized in the following table.

TABLE 2. CODE PARKING ANALYSIS FOR

Address: **2628 Maple Avenue**
 (a.k.a., 2404 Cedar Springs Road)
 AS PER: **City of Dallas - PD 193** BERETTA

USE	TENANT	SF (Floor plan)	CODE REFERENCE	@ 1 space /	BASE CODE REQ.
BAR AND RESTAURANT USES		3398 SF GLA	51P-193.107(i)		34.0
Restaurant w/o drive-in or drive-through service		3398 SF	51P-193.107(i)(4)	100 SF of floor area	34.0
RETAIL USES		9486 SF GLA	51P-193.107(k)		43.1
General Retail		9486 SF	51P-193.107(k)(1)	220 SF of floor area	43.1
SUBTOTAL		12884			77.1

Morning	Noon	Afternoon	Late Afternoon	Evening
(WEEKDAY)				
20%	100%	30%	30%	100%
6.8	34.0	10.2	10.2	34.0
60%	75%	70%	65%	70%
25.9	32.3	30.2	28.0	30.2
32.7	66.3	40.4	38.2	64.2

Parking Required (Not Including Variances or Other Potential Reductions)	(w/o reductions)	77.1 PARKING SPACES REQUIRED PER CODE	(w/ time-of-day reductions)	66 PARKING SPACES REQUIRED PER CODE
Parking Supply (from Owner survey)		36 Parking Spaces Provided (Code Compliant)		36 Parking Spaces Provided (Code Compliant)
		41.1 Potential Code Deficit		30 Potential Code Deficit

- note #1: parking supply includes 5 spaces off alley that may not be code compliant, since they do not provide the required maneuvering area within the property
- note #2: parking supply includes up to 4 (estimated) additional spaces that may not be located within the driveway visibility triangles, which are not code compliant
- note #3: parking supply does not include area off alley that is occupied by dumpster
- note #4: assumes restaurant roof level is not covered (i.e., floor area excluded from code calculation)
- note #5: does not include potential variance reductions

It should be noted that the subject site has been the recipient of several actions of the Board of Adjustments that cases (variances, etc.) to reduce parking requirements in the past. However, for purposes of this study, it was determined/assumed internally (and subject to City's approval) that the terms of those prior actions are not applicable under current conditions. Therefore, no prior reductions have been applied in this analysis.

PARKING DEMAND ANALYSIS

This Parking Demand Analysis was prepared to provide relevant information to consider in the Approving Agency's evaluation of the Applicant's Request.

Approach

The existing multi-tenant building is well-suited for boutique retail, restaurant, and other commercial uses, which anecdotally generate a lower parking demand rate than large retail centers.

To validate the parking demand for the subject site, information was compiled from published, empirical parking demand data from credible industry sources.

These resulting parking demand data points were tabulated then compared to the base code parking requirement to provide the basis for the Request.

Published Parking Data

Parking Generation (6th Edition, 2023) is an industry-standard reference manual maintained and published by the **Institute of Transportation Engineers (ITE)**. The Manual contains a series of empirical parking generation rates and equations for several land uses based on actual data points collected across the United States over many years by credible sources. Though the manual is not comprehensive, data are provided for several, common land uses. Use of the Manual's equations and rates to project peak parking demand is widely recognized; however, application of engineering judgment to interpret the data is strongly advised.

The ITE land use with the most relevant parking demand data for the subject site is "Strip Retail Plaza" (Land Use Code 822), which ITE describes as "...an integrated group of commercial establishments that is planned, developed, owned, and managed as a unit. Each study site in this land use has less than 40,000 square feet of gross leasable area" (and do not contain a supermarket).

Table 3 provides a summary of the projected parking demand for the Project based upon ITE rates.

Table 3. Projected Peak Parking Generation Summary Based Upon Published Data

LAND USE	QUANTITY	PEAK PARKING DEMAND RATE* (PER 1,000 SF OF GLA)	PROJECTED PEAK PARKING DEMAND
Strip Retail Plaza (<40,000 SF) (ITE Land Use Code 822)	12,884 SF	Weekday: 2.79 <u>Friday: 3.13</u> Saturday: 2.77	40 (Friday)

* Average peak parking demand rate.

As shown in **Table 3** above, the projected peak parking demand for the proposed building is 40 parked vehicles at peak on a typical Friday.

SUMMARY OF FINDINGS

The following findings are based upon Westwood’s analysis of parking demand characteristics for the proposed development outlined in the *Project Description* section of this report.

FINDING: Due to a projection of actual parking need for an existing multi-tenant commercial building located at 2628 Maple Avenue, the Applicant is seeking to obtain a Variance to the Parking Code requirements of the City of Dallas for 30 spaces to decrease the total requirement from 66 spaces to 36. The variance would equate to a total reduction of 45.5%.

FINDING: The projected peak parking demand for the proposed use based upon published data from the **Institute of Transportation Engineers (ITE) Parking Generation** manual, 6th Edition (2023) is 3.13 parked vehicles per 1,000 square feet of floor area at full occupancy, which yields a projected peak parking demand of 40 parked vehicles.

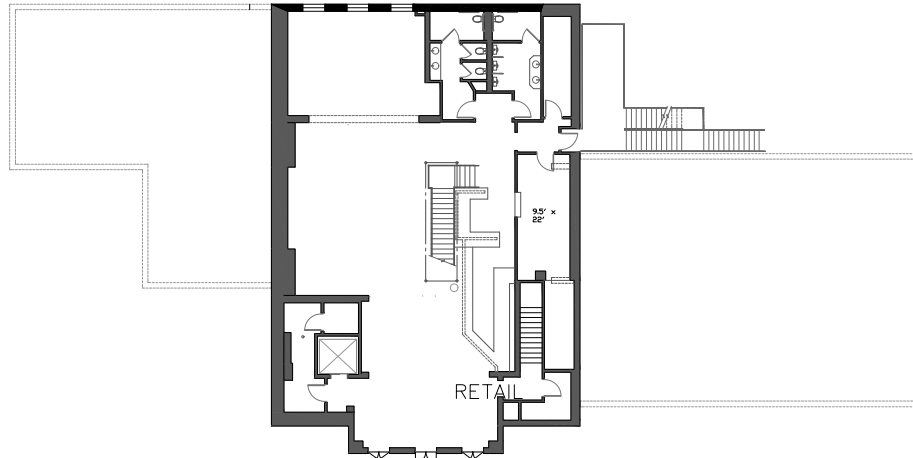
A summary of the analysis and Special Exception request is provided in **Table 4**.

Table 4. Parking Demand Analysis Summary

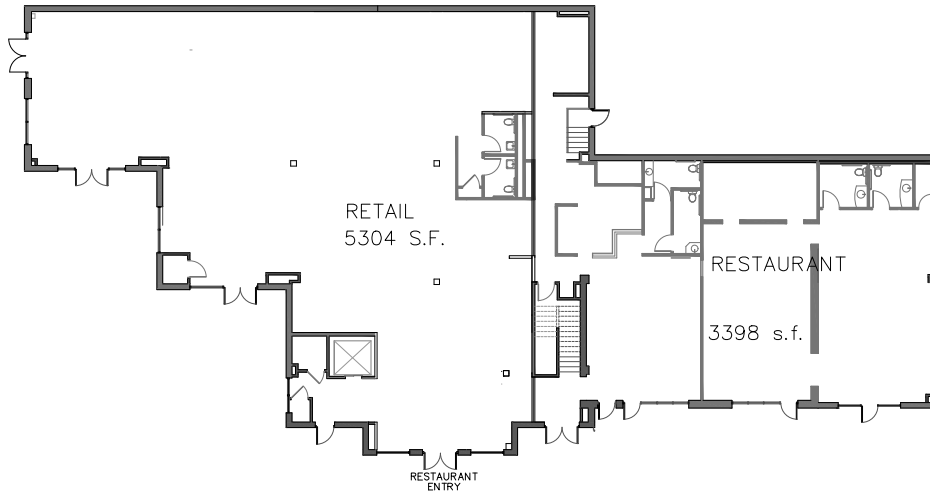
QUANTITY	PARKING SPACES (SUPPLY) / PARKED VEHICLES (DEMAND)	PARKING RATE
Base Parking Code Requirement per Direct Application of the Dallas Development Code	66 spaces	1.0 per 220 SF (retail), and 1.0 per 100 SF (restaurant)
Existing Parking Supply	36 compliant spaces [44 actual spaces]	--
Requested Reduction (Percent Reduction)	30 (45.5%)	--
Projected Peak Parking Demand Based Upon Institute of Transportation Engineers <i>Parking Generation Manual</i> , 6 th Edition	40	3.13 per 1,000 square feet of leasable area (Friday)

END OF MEMO

APPENDIX



○ SECOND FLOOR PLAN (RETAIL)
 3/32"=1'-0" 4182 S.F.



TOTAL GROUND FLOOR = 8702 S.F.

○ GROUND FLOOR PLAN
 3/32"=1'-0"



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DATE: 02/21/25
SCALE: AS SHOWN
REVISION: 04/01/25

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